Year 2005-2006

1	2	3	4	5
1.	Mahe Ka Bharat	Hindi	Daily	Jodhpur, Rajasthan
2.	Mahe Ka Bharat	Hindi	Fortnightly	Jaipur, Rajasthan
3.	Jai Raj Sihansan	Marathi	Weekly	Yavatmal, Maharashtra
4.	Senior India	Hindi	Fortnightly	New Delhi

Advertising Guidelines by DAVP

953. SHRI S.M. LALJAN BASHA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Directorate of Advertising and Visual Publicity (DAVP) has framed guidelines on what constitutes wasteful ads by PSU companies and Government Departments and Ministries;

(b) whether guidelines were drawn up after the Supreme Court raised the issue;

(c) whether DAVP also specified on how to avoid putting photos of Ministers, VIPs and officials on advertisements;

(d) the steps proposed by DAVP to ensure that the message-content an ad is not flooded out by the numerous photos of VIPs; and

(e) the steps proposed to limit photos in advertisements which deflect and reduce the message and drive away the targeted audience?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) No, Sir.

(d) and (e) Does not arise.

Man Power Shortage in Civil Engineering Projects

954. SHRI C. RAMACHANDRA1AH: Will the Minister of LABOUR AND EMPLOYMENT be pleased to state:

(a) whether the acute man power shortage is affecting the civil engineering projects in the reality sector to a great extent;

(b) if so, whether Government is initiating any measures to over come the labour and Man Power scarcities plaguing the sector;

(c) whether construction workers who have returned from UAE would be accommodated to reduce the shortages;

(d) if so, the details of steps taken thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF LABOUR AND EMPLOYMENT (SHRI OSCAR FERNANDES): (a) to (e) Construction industry provides a large scope for direct and indirect employment of persons with a wide range of skills and also of unskilled persons. It employs over 30 million people, many of them women and migrants, and has been growing at over 10% per year over the last five years. Out of 39.35 million job seekers registered with employment exchanges (as on 31.12.2005) 2.23 lakh were Engineers. The